

Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 USIA-15 DRC-01 RSC-01 /029 W

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P R 210950Z JUN 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 2224

AMEMBASSY COPENHAGEN

AMEMBASSY EHLSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 2631

FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: EDUCATIONAL SYSTEMS SEPTEMBER SHOW; STATUS REPORT LOCAL
PROCUREMENT AND PROCUREMENT FOLLOWUP.

REF: STC USDOC 1820, APRIL 29; 2002, MAY 9; 2107, MAY 16;
2336, MAY 31; 2407, JUNE 7, 2474, JUNE 12; AND 2550,
JUNE 17.

1. THE FOLLOWING PA ARE IN HAND; A) AMPEX COPORATION;
B) DA-LITE SCREEN COMPANY; C) HOFFMAN EDUCATION PRODUCTS;
D) INSTRUCTIONAL INDUSTRIES; E) KROG INDUSTRIES; F)
LEARNING RESOURCES DIVISION; G) 3M COMPANY; H) AUDIO
MAGNETIC CORPORATION; I) TELE-COMMUNICATIONS INDUSTRIES;
J) INTERNATIONAL VIDEO CORPORATION.

2. MARKETING DATA FORM, BUT NO PA, HAS BEEN RECEIVED
FROM TELEOMETRICS INTERNATIONAL.

3. THE FOLLOWING LOCAL VERBALS HAVE BEEN RECEIVED: A) WANG
LABORATORIES (SIGNED PA RECEIVED BUT NO CHECK);
B) A B DICK COMPANY (SIGNED PA RECEIVED BUT NO CHECK);
C) NOT PREVIOUSLY REPORTED: HEWLETT PACKARD; D) NOT
PREVIOUSLY REPORTED: MULTI-ACCOUNT-AGENT: SYDIA
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INTERNATIONAL FOR AETNA DRIVOTRAINER, INFONICS,

DAGE TELEVISION, AND EDEX, FOUR DIVISIONS OF VISUAL EDUCOM, INC. MICHIGAN CITY, INDIANA. PRODUCTS MARKETED UNDER RESPECTIVE NAMES AND WILL BE HANDLED AS FOUR EXHIBITORS UNDER A MULTI-ACCOUNT AGENT PARTICIPATION AGREEMENT; E) NOT PREVIOUSLY REPORTED: TRANSWORLD MARKETING INSTITUTE FOR SUCCESS MOTIVATION INSTITUTE.

4. THE FOLLOWING ARE CONSIDERING PARTICIPATION BUT ARE UNABLE TO CONFIRM NOW: A) TMC INTRODUX AB REPRESENTING TMC-T.M. VISUAL INDUSTRIES; B) LITTON BUSINESS SYSTEM AB; C) BELL & HOWELL. THESE COMPANIES HAVE BEEN INFORMED DEADLINE FOR DECISIONS JUNE 30.

5. ADDITIONAL PARTICIPANT LEXICON INC., REPRESENTED BY AUDIO VISUEL CENTRUM AB IN COPENHAGEN. PA AND CHECK WILL BE SENT TO STC.

6. SELECTRONICS REPRESENTING SPINDLER & SAUPPE HAS SPECIAL SPACE REQUIREMENTS. DUE OTHER SPACE COMMITMENTS STC HAS TO INVESTIGATE FURTHER. IF STC ABLE TO ACCOMMODATE SELECTRONICS WILL DO SO; HOWEVER DEADLINE JUNE 30.

7. THE FOLLOWING REPS RECOMMEND PARTICIPATION AS STC HAS EARLIER REPORTED: A) ITV TELEVISION SYSTEM FOR EYNAR ELECTRONICS B) BO LINDESVARD FOR GRAPHIC LAMINATING. PLEASE REPORT ACTION TAKEN BY PRINCIPALS BY JUNE 30.

8. THE FOLLOWING HAVE DECLINED. NOT EARLIER REPORTED: A) EAI AB REPRESENTING ELECTRONIC ASSOCIATES; B) HUZELLS REPRESENTING SAN ELECTRIC; C) SCANTICON A/S, DENMARK REPRESENTING AMERICAN MANAGEMENT ASSOCIATION; D) SVENSKA PHILIPS REPRESENTING ROYAL SOUND COMPANY; E) AB TRANSINTRO REPRESENTING THORNTON; F) ERNI TECHNICAL, DENMARK REPRESENTING QUICK-SET INTERNATIONAL, 1971 PARTICIPANT AB CENTRAL-FILM REPRESENTING DUKANE CORPORATION; H) 1971 PARTICIPANT B.J. MUSIK AB REPRESENTING THE WURLITZER CO; I) 1971 PARTICIPANT INSTITUTET FOR FARGFOTO REPRESENTED UNCLASSIFIED

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TING TECHNICOLOR, INC.; J) ERIK FERNER AB REPRESENTING RCA SERVICE COMPANY K) REFERENCE STC USDOC 2407 PARAGRAPH 4, ESSELTE STUDIUM.

9. THIS STATUS REPORT COVERS ALL FOLLOWUP REQUESTS, ALL PARTICIPATING AGENTS IN THE 1971 STC EXHIBITION, AND NUMEROUS ADDITIONAL LOCAL LEADS INCLUDING PARTICIPANTS USING STC MULTI-COMPANY BSP JUNE 1973. THIS CONCLUDES PRO-

CUREMENT EXCEPT FOLLOWING UP THE FEW LEADS LISTED
IN PARAGRAPH 3, 4, 5 AND 6 ABOVE FOR WHICH ALL DEAD
LINES JUNE 30.

10. STC CONTACTED AV-TUTOR, SOLNA REPRESENTING RESEARCH
TECHNOLOGY, INC. 8260 ELMWOOD AVE., SKOKIE, ILLINOIS
60076. AGENT IN FAVOR OF PARTICIPATION AND HAS RECENTLY
DISCUSSED MATTER WITH RAY SHORT, JR., PRESIDENT OF
RESEARCH. ACCORDING TO AGENT, PA AND CHECK TO BE SUB-
MITTED BY PRINCIPAL. PLEASE FOLLOW UP AND REQUEST
DECISION BY JUNE 30.

1. FOLLOWING SCHEDULE OF DEADLINES HAVE BEEN ESTABLISHED
BY STC TO ASSURE THE EFFECTIVE PROMOTION OF THIS EXHIBI-
TION:

JULY 1 - BIC/OIM AND STC CLOSE PROCUREMENTS.

BIC/OIM FINAL DECISION ON CONFIGURATION OF EXHIBITION.

JULY 9 - STC/RECEIPT FROM NEW PR CONTRACTOR OF FIRM PROMOTION
PLAN.

JULY 19 - STC PRINTING DEADLINE.

12. ACTION REQUESTED: PLEASE ADVISE FINAL STATUS
PROCUREMENT BY TELEGRAM IN ORDER TO MEET STATED DEADLINES.

13. FYI. USIS PAO INFORMS US THAT AS RESULT OF ANNUAL
MEETING OF SWEDISH LIBRARY ASSN. KARLSTAD LAST WEEK,
THERE DEVELOPED SPECIAL EXPRESSIONS OF INTEREST IN
ANY SYSTEMS, EQUIPMENT AND TECHNIQUES RELATING TO
COMPUTERIZATION OF LIBRARIES, INCLUDING READ-OUT
SYSTEMS, CARD CATALOG CONTROLS AND BORROWER'S
CARD CONTROL SYSTEMS. STRAUZ-HUPE

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Disposition Reason:
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